

COIN CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

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November, 1977

Volume 1, Number 12

ATARI'S AMOA ATTRACTION

Thousands of people experienced Atari's best line-up of games ever at the AMOA in Chicago. Airborne Avenger™, the newest pinball game, showed operators that the Atari innovations in pinball maximize play action and the overall appeal of the game. Canyon Bomber™, Destroyer™ and Sprint 4™ were selected among the top video games at the show, as players enthusiastically challenged these exciting games.

Atari's show arcade was complete. Among the other games on display were The Atarians™ and Time 2000™ pinballs, together with the new 2 Game Module™ and F-1™ with a new reinforced canopy. Also shown were the exciting Super Bug and Sprint 2™ driving games, Starship 1™, Breakout™ and more.

On Saturday morning Atari distributors gathered for the annual breakfast meeting. After the morning meal, company executives spoke to the group about Atari's growth and future product development.

That evening a cocktail party in honor of Atari's customers was held at The Whitehall Hotel. Everyone was in good spirits to celebrate an excellent show.

(More AMOA photos page 2.)



Distributors gather for Atari's breakfast meeting.



Atari pinballs attracted much interest.



Canyon Bomber™ and Sprint 4™ were among the best games of the show.

ATARI AT NAMA

Atari presented games to vending operators at the NAMA trade show in Chicago. "The response was extremely favorable," reported Frank Ballouz, National Sales Manager. "Many of the vending operators who previously did not operate games indicated a high level of interest in introducing games in their routes."

Among the products shown at the NAMA was the Vending Kiosk. This is a concept to include games with a line-up of vending machines using a wood paneled enclosure to make an attractive display and profit center.

Atari's pinball games, Airborne Avenger™, Time 2000™, and The Atarians™ were a center attraction. Operators expressed much interest in the high earning potentials of these games.

The new Destroyer™ video game together with Super Bug, Starship 1™, Breakout™, Triple Hunt II™ and Sprint 2™ were in continuous play during the show. Atari's leadership in the video game market was evident by the positive response and new interest generated at the show.

Friday evening Atari hosted a wine tasting party for their customers attending the show. Everyone had an opportunity to try eight of the best wines from California, Atari's home, and there were plenty of good appetizers to enjoy. The mood was festive. It was a good celebration of an excellent show.



(More NAMA photos page 4.)

AMOA *continued*



Atarians were on hand to greet customers at the booth.



2 Game Module attracts interest at AMOA.



Dave Tucker, Customer Service, explains technical aspects of Atari pinballs to Operators.



"Mr. Fingers" amazes all at the cocktail party.



The distributor's breakfast.

ATARI'S BEST FOR BEST WESTERN

Representatives from the Best Western International were introduced to Starship 1™, Time 2000™ and Super Bug in Atari's booth at their trade show in New Orleans. Don Osborne, Western Regional Sales Manager, said, "The convention attendees were extremely enthusiastic about the concept of games in their hotels and motels as a profit center." He mentioned that there were many international representatives who were impressed with the potentials of games in their market.

"It was surprising to meet so many people from Best Western who had no previous experience with games in their hotels and motels," Don noted. "This underscores the fact that this is still a wide open market for the coin-op game industry."



PLEASE NOTE

There is a misprint — the Atari phone number on the back of the Sprint 2™ manual is incorrect. The CORRECT phone number is: 408 745 2500.

We are sorry for any inconvenience caused by this.

ATARI'S MAGIC



"Fantastic!" "How did he do it?" "Amazing!" "I don't believe he did that!" These are just a few of the comments at the Atari booth and cocktail party during the AMOA show. These people were referring to cards vanishing into thin air or going through tables, lemons appearing from nowhere, and more. It was Atari's "Master of Magic", Irv Weiner, or "Mr Fingers" as he is professionally known, entertaining Atari's customers between games.

Everyone was delighted by his magical art. Card tricks, sleight of hand, rope tricks and mind reading are among his repertoire. Mr. Fingers' magic is beyond belief. It is certain that Atari's honorary "Master of Magic" was one of the highlights of the AMOA.



TECHNICAL TIP

SOUND CIRCUITS USING TDA 1004 AUDIO AMPLIFIERS

If you have no sound on your game, this may be caused by either a defective TDA 1004 amplifier or the 0.1 microfarad capacitor between Pin 7 and ground.

If the 0.1 microfarad capacitor is defective, it may develop excessive leakage and will turn off the amplifier.

If you need to replace a defective TDA 1004 amplifier, double check the two 18 volt power supply diodes to insure they have not shorted. Failure to do so may

cause damage to the new amplifier.

Power Supply Trays

If your game develops either an inoperative playing condition or A.C. hum bars appear across the TV screen, first check the 26,000 microfarad capacitor on the power supply tray. If you have a U.S.I. capacitor (identified by a tin colored cover), replace with a Mallory capacitor (identified by a blue cover). Distributors will be shipped Mallory replacements for the defective U.S.I. capacitors at no charge.

ATARI SHOWS VENDING KIOSK



Atari introduced a new Vending Kiosk concept to operators attending the National Automatic Merchandising Association Show in October. This concept combines games with a bank of vending machines using a wood paneled enclosure resulting in an attractive display and profit center for operators.

The response to the concept at NAMA was positive. Operators felt that the Vending Kiosk with games would fit into many of their locations. One operator said that he would like to use the concept in a large industrial cafeteria, another mentioned a school lounge area or a sports center as a good location. "This might be a good way to introduce games into some new places that have been hesitant to provide additional space for games," remarked one operator. "This concept provides a more sophisticated display that may be more readily accepted in locations," he added.

Further research and testing on the Vending Kiosk concept will be conducted in the near future. Atari believes that this may be one way to introduce games to more new locations. The positive reactions at the trade show together with future research findings will be evaluated to determine plans for further development of this product concept.

A REMINDER

OPERATORS: Please complete and return the Atari Marketing Survey as soon as possible to:

Marketing Services
Atari, Inc.
1265 Borregas Avenue
P.O. Box 9027
Sunnyvale, CA 94086

We would like to thank the hundreds of operators who have already returned their questionnaires. This information is valuable for our continuing efforts to build the best products for your needs.

LITTLE PEOPLE PLAY

With the aid of chairs and tiptoes, the little people enjoy playing Atari games as well as the big people.



ADVERTISING

A recent article in a major metropolitan newspaper points out an interesting fact... "Most of the best video games are squirreled away in odd corners of restaurants and bars all over town. The only problem is finding them, as the machines are usually unadvertised attractions." The article goes on to note that video game enthusiasts may pass by one of their favorite games because it may be in an unlikely restaurant or other location and not visible from the street.

Why not try a little advertising in some of these locations? A neat well-designed sign to be placed in the window of the location, like "Breakout™ Is Here" or "Try the Cosmic Challenge on Starship 1™", etc. Atari can send you photographs of the games or extra brochures that can be used for this purpose. If you are interested, write to Atari, c/o Coin Connection with your request.

LETTER TO ATARI

Nov. 11, 1977

Dear ATARI:

I think more than any other Manufacturer you, Atari, are to be congratulated. You are credited in my opinion for bringing the coin operated business out of the dark ages, and into one of respectability.

Showing the public, there is a great deal of clever design and innovation and hard working people associated with producing a product that is for the purpose of having fun.

I think Americans are awakening to the fact that you only go around once, and Mother's sons or daughters are not going to hurt themselves or others by inserting 25 cents into a machine to bring back to life the works of a great many people throughout History, Edison, DeForest, Fleming, and etc. If they were only with us to see all the time and money spent on research and development by many great Companies like yourselves.

For 25 cents the Evolution of Electronics comes to life out of many Atari creations.

My hat is off to all you good people.

Sincerely,

Anthony J. Molettieri
NORTH PENN AMUSEMENT
& VENDING

TOURNAMENT THRILLS

The atmosphere was tense and exciting at the recent \$250,000 Tournament Soccer World Champion Foosball Festival in St. Louis. Atari co-sponsored this spectacular event together with Tournament Soccer and Schlitz.

Thousands of eager players were present for the competition. There was a complete Atari arcade set up adjacent to the foosball tournament for all to enjoy. Atari also sponsored a buffet barbeque in honor of the players.

One highlight of the event was a spectacular Breakout™ tournament. Over 200 people entered the 4 hour marathon Breakout event. Atari T-shirts were awarded to the first 50 entrants to score over 300 points. The grand prizes were awarded to the players with the



Breakout Champs.



Breakout Tourney Challenge.

highest accumulated points without a miss. The challenge was evident as players held coats above their heads to minimize the glare and maximize the concentration of their game. The first place winner of an Atari Video Computer System was Bob Curtin from Lansing, Michigan. He knocked down almost 4 walls consecutively, bringing his total points to 1,753. Second and third place winners of Atari Video Music Systems were Paul Wolack of Chicago and Jim Campbell of Davenport, Iowa.

Whether it was on Breakout or Foosball or one of the many other games in Atari's arcade, the spirit of fun competition was in St. Louis for this four day event.



Atari Arcade at FOOSBALL Tourney



Atarians join in Tourney Soccer Festivities.

NAMA continued



Operators and distributors compete on Destroyer™.



Atari customers enjoy food and wine at NAMA party.



Atari introduces Airborne Avenger™.

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